

Coverage Areas & Expertise

Conversational Intelligence, Intelligent Assistance, Intelligent Authentication

Opus Research is a diversified advisory and analysis firm providing critical insight on software and services that support digital transformation. Opus Research is focused on intelligent assistance, NLU, machine learning, conversational AI, gen AI, conversational intelligence, intelligent authentication, LLMs and digital commerce.

Recent Reports:

- Human Intelligence: The Key to Harnessing Generative AI
- 2023 Conversational AI Intelliview: Decision-Makers Guide to Enterprise Intelligent Assistants
- Opus Research Report: "State of Voice 2023"
- The Composable CX Conundrum: Adopting the Right Approach

Recent Posts:

- Invoca Simplifies GenAI Implementation at Scale
- Views from the NICE Analyst Summit: Introducing the Experience Continuum
- Google Offers Generative AI Solutions to Address Healthcare Challenges
- Vonage's Partners with Deutsche Telekom; Powers MagentaBusiness API

UPCOMING TOPICS

Opus Research Intelliview: Conversational Intelligence (Q4 2023)

How successful Conversational Intelligence solution providers enhance contact center operations, enable agent assistance and training, accelerate revenue generation, improve chatbots and AI assistants, and provide a defined competitive advantage.

State of Voice Technology & Automated Speech Recognition - Survey & Report (Q1 2024)

Annual global survey and report evaluating how businesses are leveraging voice technology and conversational data to improve customer experiences and drive efficiencies and productivity for organizations.


Opus Research Intelliview: Enabling the Conversational Cloud (Q1 2024)

A new generation of brands and enterprises are building voice and digital applications in the cloud, riding a wave of investment in Conversational AI and Generative AI processes and platforms. An evaluation of leading providers who are obliterating distinctions between CCaaS and CPaaS by leveraging LLMs, data, insights, and analytics throughout the enterprise.

Intelligent Authentication and Fraud Prevention Strategies (Q2 2024)

Opus Research has long seen zero-effort authentication as a necessity for creating trusted links between brands and their customers. The proliferation of chat, mobile apps, web and digital channels is requiring brands and enterprises think beyond the contact center to broaden their omnichannel authentication and fraud prevention strategies.

WEBINARS, EVENTS & LIVE VIDEO CHATS

Working in coordination with sponsor participants to drive attendance and exclusive content, Opus Research hosts  **opusresearch** presented by

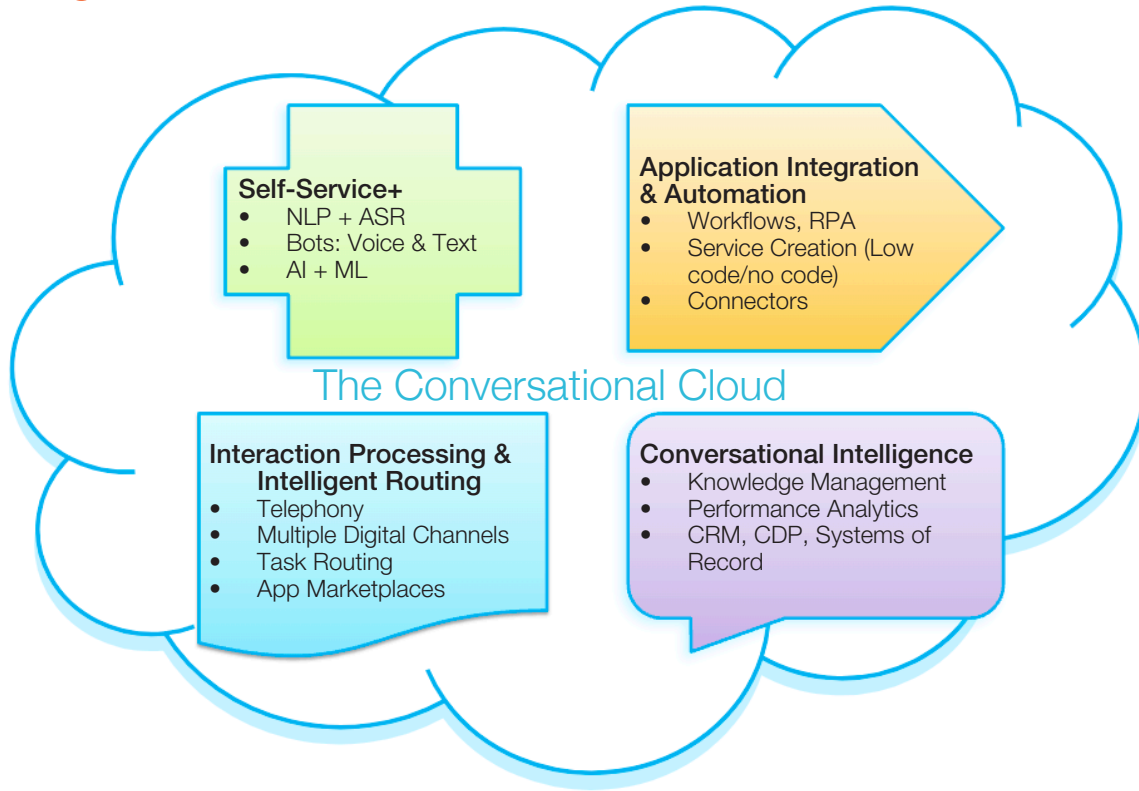
› **Intelligent Authentication Conference** - Bringing executives and decision-makers together to learn how voice biometrics and multi-modal authentication strategies build enterprise security for contact centers, prevent fraud, and provide engaging customer experiences for simple, trusted digital commerce.

› **Conversational Cloud Conference (C3)** - C3 tackles real-world opportunities and challenges as brands and enterprises embrace Natural Language Processing, Conversational AI, chatbots, agent assistance, real-time analytics, and Conversational Intelligence.

› **Opus Research Summits** - Opus Research-led, half-day regional summits across the globe focused on conversational commerce, intelligent authentication, and intelligent assistance.

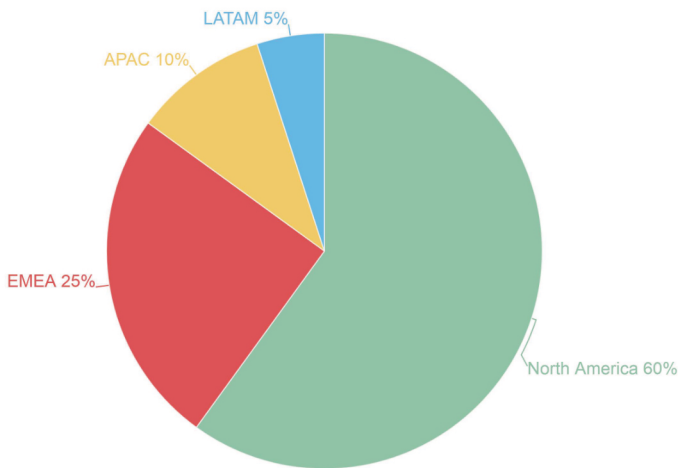


Defining the Conversational Cloud



Opus Research Audience Demographics & Readership

Global Reach | Regional Breakdown



Industry Impact | Vertical Markets

